

### Claims

1. A method for operating an online shop with a customized price feature comprising:
  - receiving a customer identification (10) from a customer;
  - 5       - receiving data representing a non-binding order (12) from said customer;
  - generating a price offer in response to said non-binding order and sending data representing said received non-binding order together with said price offer (16) to said customer;
  - receiving a rejection of said price offer (18) from said customer;
  - 10   characterized by
    - receiving a bid price related to said order (20) from said customer;
    - determining a lowest acceptable price (22) for the present customer-order combination, on the basis of at least available stock data and available customer-history data;
    - accepting said bid price, if said bid price exceeds said determined lowest acceptable price; and
    - 15       - sending a confirmation (28) for said order to said customer.
2. A method according to claim 1, further comprising:
  - rejecting said bid price and generating an alternate price offer, based on said generated lowest acceptable price, if said bid price does not exceed said determined lowest acceptable price, and
  - 20       - sending said alternate price offer to said customer (26).
3. A method according to claim 2, further comprising:
  - receiving an acceptance of said alternate price offer and a confirmation of said order (18) from said customer.
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4. A method according to claim 2, further comprising:
  - receiving a rejection of said alternate price offer from said customer;
  - 30       - receiving an alternate bid price from said customer,
  - generating an alternate lowest acceptable price, based on at least one of said received bid price, said alternate bid price, said generated lowest acceptable price, said price offer and said alternate price offer; and
  - accepting said bid price, if said alternate bid price exceeds said generated alternate

lowest acceptable price.

5. A method according to claim 1, further comprising receiving a reserve to confirmation from said customer.

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6. A method according to claim 1, further comprising at least one of the steps selected from :

- sending and receiving data for log-in procedures to and from said customer;
- sending of range of goods and range of service data to said customer;
- sending an offer to change said non-binding order (14) to said customer;
- 10 - sending an offer to present a bid price for said order to said customer;
- receiving an actualized non-binding order from said customer;
- sending finalization of order after confirmation to said customer;
- generating/updating customer-history data;
- sending common terms and conditions of trade to said customer;
- 15 - receiving an acceptance of said common terms and conditions of trade from said customer;
- updating said actual-stock data;
- outputting a confirmed order; and
- sending and receiving data for log-off procedures to and from said customer.

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7. Software tool comprising program code means stored on a computer readable medium for carrying out the method of claim 1, when said program product is run on a computer or network device.

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8. Computer program product comprising program code, downloadable from a server for carrying out the method of claim 1, when said program product is run on a computer or network device.

9. An online shop server with an integrated price determination system comprising:

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- a processing unit (82) for processing online shop data and customer interaction data;
- a network interface (84) connected to said processing unit (82) and connectable to a data network (96), for sending to and receiving from a customer device (98), customer interaction data including binding and non-binding orders, customer data, price offers, bid prices and rejection of said price offers and alternate price offers, respectively;

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- a customer identification component (86) connected to said network interface and to said processing unit;

- a customer identification database (87) connected to said customer identification component (86), to store customer identifications;
- a stock database (88), connected to said processing unit to store actual stock data, wherein said processing unit (82) is configured to generate price offers according to received non-binding orders, and wherein said processing unit (82) is connected to said stock database (88) to provide an automated inventory administration;

characterized by

- a customer-history database (90) connected to said processing unit (82);
- a component for determining (92) a lowest acceptable price for a customer-order combination, connected to said processing unit (82), to said stock database (88), and to said customer-history database (90);
- a component for accepting/rejecting (94) a received bid price, connected to said component for determining (92) a lowest acceptable price, and to said processing unit (82), for accepting a bid price received from a customer for an order.

10. An online shop server according to claim 9 with an integrated price determination system further comprising:

- an alternate price offer generating component, connected to said component for determining (92) a lowest acceptable price, connected to said component for accepting/rejecting received bid prices (94) and connected to said processing unit (82), for subsequently generating alternate price offers.